

AUGUST 2023

TEXAS

in Bloom



*Texas
State
Florists'*
ASSOCIATION

*"The achievements of
an organization are the results of the
combined effort
of each individual."*

~ Vince Lombardi

Juxtapose this!



TEXAS FLORAL *Spotlight*

featuring
FABIAN SALCEDO



Fabian has been designing florals for over fifteen years and recently started Monarch Florals, a division of the Monarch Event Group in Austin, Texas. Monarch Florals is a full service event florist specializing in weddings, special events and unique designs all curated to show our clients' wide range of concepts and ideas.

Do you have clients who come to you with unconventional concepts and ideas for their party or event? We sure do! Fabian Salcedo invites you to join him on his journey of concept to creation. Learn how he takes seemingly opposing ideas and joins them into one composed concept. He will discuss his process and show you how to accomplish this from his creative mechanics to final execution.

WEDNESDAY, AUGUST 9, 2023

**Mayesh Wholesale Florist
470 Garden Oaks Boulevard
Houston, Texas**

**5:00 p.m. Mayesh opens for Early Shopping
6:00 p.m. Lite Dinner
6:30 p.m. Presentation**

TSFA Members enter FREE but must register in advance!



TSFA President
Cheryl Vaughan CFD TMFA

FROM THE *President*

Writing this letter is undoubtedly a challenge for me, as it marks my final letter to you as your TSFA President. The journey has been an extraordinary privilege that I will forever cherish. It has bestowed upon me not only an immense honor but also a profound sense of humility. Indeed, the term of office has come with its share of challenges, but I am happy to say that TSFA has grown stronger in the face of adversity. Throughout this journey, I have been fortunate to not only see this organization exceed its goals, but also forge lifelong friendships along the way. The people and the organizations that I have had the privilege to work with are truly exceptional, representing the very best of the best. Their dedication and support have been invaluable.

I extend a heartfelt and special thank you to Dianna Nordman, our Executive Director extraordinaire, and my dear friend. Her unwavering guidance and support have been instrumental in making this journey fulfilling and successful. Dianna's constant presence and encouragement have been sources of comfort throughout my service. Her belief in my abilities, even before I believed in myself, has been truly inspiring. Thank you Dianna, for your continued and invaluable support. Her departure from TSFA will undoubtedly leave a void, as she has been an integral part of our TSFA family for 35 years. However, we understand and support her decision to embark on the next phase of her life, filled with cherished moments with her grandchildren and exciting travels. We wish her all the best in this new chapter, and look forward to celebrating those special occasions with her.

I would like to express a huge thank you to TSFA Assistant Director Carole Sayegh for her unwavering patience, loyalty and hard work. Her dedication to TSFA and her belief in our mission are truly commendable. She is truly a gem and we consider ourselves incredibly fortunate to have her by our side.

A heartfelt thank you goes to Lynn Lary McLean, our Events Coordinator and TEXAS in Bloom Editor. Lynn, your dedication and hard work for this organization are deeply appreciated. Your gentle reminders and attention to detail have made our magazine a source of pride. Your contribution to the success of our events is immeasurable, and I am grateful for everything you do for me and for TSFA. We are truly blessed to have you on our team. I value our friendship.

Thank you to our amazing TSFA Board of Directors. Your unwavering support is the backbone of this organization's achievements. We would not have been able to accomplish what we have without your dedication and guidance. Your commitment and passion drive TSFA forward. I am deeply grateful for each and every one of you. Thank you for being the pillars of strength that make our progress possible.

A sincere thank you to TSFA Past Presidents for their unwavering support and for the strong foundation that they laid for TSFA success. Your leadership and dedication have paved the way for the accomplishments achieved. Your contributions continue to shape the organization's growth and impact. Thank you for your invaluable role in making TSFA what it is today.

A big thank you goes out to TSFA Education Co-chairs and Education Committee for their hard work in grading more high school students than ever before. Your dedication to education and commitment to our mission have made a significant impact on student's lives. Additionally, we extend a huge thank you to TSFA Board Member and Treasurer Tom Wolfe Jr. and Karl Nordman for emptying about a thousand buckets at Klein ISD this past spring. Your commitment to the cause was truly appreciated!

A special thank you to our Texas Floral Education Underwriters, whose financial support plays a crucial role in making the vast majority of our events possible. Your generosity and commitment enable us to carry out our mission and create meaningful educational experiences for our industry. We are deeply grateful for your partnership and your dedication to our cause. Your support contributes a significant difference and we appreciate the invaluable role you play in the success of our association.

A final heartfelt thank you goes out to the numerous committee members who tirelessly promote and support our organization's goals. We are a volunteer-driven organization. Your volunteer hours and dedication play a crucial role in TSFA's tremendous success. Each of you contribute greatly to our achievements.

To those who are not yet members or have not actively supported our industry, I encourage you to get involved. You will not regret becoming part of our Texas Floral Family. Please do not hesitate to reach out with any questions or to join our efforts in making TSFA the best it has ever been. Together, we can continue to make a positive impact on our industry.

I will continue to serve TSFA as Immediate Past President with our upcoming President and friend Susan Piland. It will be my honor to serve with Susan and support her as she has supported me. I look forward to celebrating Susan's success in leading TSFA to new goals!

These years, as President, will long be remembered with fond memories. I am honored to have served. Now, I look forward to the years ahead, working alongside you, as we continue to make this organization the absolute best it can be! Thank you for being an essential part of our success!

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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JOIN JODY MCLEOD FOR
Curating Color



Jody McLeod AIFD PFCI NCCPF



SEPTEMBER 13, 2023
City Club of Fort Worth
301 Commerce St.
Forth Worth, TX 76102

Chair
Kelly Norvell AIFD TMF

SCHEDULE

2:00 p.m. - 4:00 p.m. Hands-on Workshop
6:00 p.m. - 7:00 p.m. Networking • Product Gallery
7:00 p.m. - 9:30 p.m. Dinner and Presentation
9:30 p.m. - 10:00 p.m. Product Gallery and Flower Sale

STAYING THE NIGHT IN FORT WORTH?

TSFA has secured a special rate of \$89.00 per night.
This great rate includes a hot breakfast!
Hyatt Place Fort Worth/Cityview
5900 Cityview Blvd, Fort Worth, TX 76132 • (817) 361-9797
Ask for Texas State Florists' Association room rate.

HANDS-ON WORKSHOP

The coordinating Hands-on Workshop will demonstrate to our designers how to select the best and most appropriate colors to create a design, organize color by utilizing the elements of design, while keeping in mind, a specific emotion or feeling. We will learn more about dominant color, secondary color, and accent color to support a creative design that your customers will love.

Member \$95.00 • Non-Member \$115.00

DINNER PRESENTATION

Color is an integral element of a good design. Your color choices can make or break a design. Choosing the correct hues to convey an emotion or a feeling can be tricky to curate when designing.

Curating Color is a program that will explore the best practices and strategies to select the best color for your floral designs because when a color is chosen with purpose and reason it will often be the most effective.

Member \$60.00 • Non-Member \$75.00



**“Set a *GOAL* so big that you
can’t achieve it until you *GROW*
into the kind of person who can.”**

~ Anonymous



TSFA PRESIDENT CHERYL VAUGHAN CFD TMFA IS AWARDED THE TSFA ACHIEVEMENT AWARD

Presented by TSFA Treasurer Tom Wolfe, Jr.

Surrounded by family and friends, TSFA President Cheryl Vaughan CFD TMFA was awarded the TSFA Lifetime Achievement Award during the Texas Floral Expo. It has anonymously been said to “Set a goal so big that you can’t achieve it until you grow into the kind of person who can.” No truer words have been spoken with regards to our President. She leads by example, asks no-one to set forth on a path that she has not yet traveled to lead all forward to heights they had no idea were attainable. With heartfelt congratulations, we share a glimpse into the life of Cheryl Vaughan and the highlights of what she has accomplished.

EARLY FAMILY LIFE

- Born at San Antonio Baptist Memorial Hospital
- A middle child (the peacemaker of course!) and she never lets anyone forget just how hard that is!
- A sleepwalker. At church camp on the Frio River, she tried to sleep and walked off of the top bunk. Let’s just say, it was not a successful landing...
- She loves fishing and camping and is quite good at fishing!
- Her Dad, Raymond, worked for HEB and her mom, Laverne, was a school teacher. Her dad also oversaw remodeling projects. At one point, her dad took a job working on radio towers which meant that her family was moving all of the time. They traveled and lived in different places to include Louisiana, Kentucky, Colorado and Arkansas. Oftentimes their stay was from six months to a couple months at a time. After that her dad took a job with Zales remodeling stores.
- She loved it because in the summer she got to travel to different places, stay in hotels, swim in the pools, and be with her siblings and parents.

- After the kids got older and more involved in school, Raymond and Laverne thought the travel was too much so he went back to work for HEB.
- From 3rd grade on, she lived in Lytle.
- Her Dad remodeled the H. E. Butte home in Kerrville.
- She loved school, (maybe that is why she loves TSFA Education programs) and her friends. The only thing she got in trouble for was talking too much in class!
- She was a drum major in high school and played contra base. Never tell her it is just a clarinet!

AFTER HIGH SCHOOL, HER CAREER IN FLOWERS BEGINS!

- After high school she went to UTSA where she minored in psychology and then life had other plans for her and her family.
- She moved to Uvalde for three years where her daughter Kimberley was born

and then moved to Dripping Springs where she started her floral business in the late 90’s.

- In between, she would spend summers with her family at the Frio River and Lake Buchanan.
- She decided she wanted to learn something new and In 1997 she took her first floral class at Austin Community College.
- She volunteered to work on flowers for her church in Dripping Springs and soon was creating those arrangements on a regular basis.
- The first wedding that she helped with was for her niece Tammy. Her sister, Laurie, was also interested in flowers! Laurie had just had back surgery and could not get on a ladder to create the arch arrangement. She asked Cheryl to get on a ladder and then began telling Cheryl where to insert the flowers.
- After her niece’s wedding, her friend Pamela had started a wedding planning business. She insisted that our recipient take the job designing flowers for the wedding on her own! Cheryl did not believe she could do this, but everyone else knew better. It was the spark that helped start her own flower business, Creative Petal Designs.



From Left to right | Bri McDonald, Tammy McDonald, Cheryl Vaughan CFD TMFA, Kimberley Vaughan, Pam Bratton and Pam Peterson

Photography Credit | Cody Ash Photography



TSFA President and 2023 Achievement Award Recipient Cheryl Vaughan CFD TMFA and her daughter Kimberley.

- Word got out and she was featured on WETV channel for one of her weddings.
- Her best reviews are not just about her floral arrangements, but as much about what an amazing person she is to work with.

TSFA INVOLVEMENT

- Her first involvement with TSFA was a class she took with Pat Becker AIFD TMFA at Pikes Peak of Texas in Austin. Pat Becker was teaching. Cheryl was overwhelmed and too scared to ask any questions!
- She took the leap and decided to go to her first Expo in Dallas and was scared to death because she didn't know anybody. She met some people volunteering in the workroom shockingly, and then went to the meet and greet. She then started going to all Expos.
- Pat Becker encouraged her to start teaching. Pat was the absolute reason that Cheryl became involved in TSFA.
- She judged the Junior Cup at the Texas State Fair. It was her first time to speak in public and she was terrified!
- Around this time, she also traveled to see her daughter in Japan. While visiting, she toured gardens and took Ikebana classes from a Japanese Sensei which was a highlight in her life. She loves learning about different flowers,

environments, and cultures. She spent almost four weeks during her first time in Japan and three weeks the second time. The first trip to Japan was before her daughter Kimberley's first deployment to Afghanistan as a flight nurse in the United States Air Force.

- Faith and family are the most important things to her.
- Her dedication to TSFA is reflected in her love for her peers. The experiences in TSFA have meant the world to her, so much so that she has served TSFA

as a TSFA Education Co-Chair, Texas Floral Expo Chair, is currently a TSFA Instructor and TSFA President for the past three years. The years have been difficult at times in that she was First Vice President when TSFA lost our beloved President Gina Waters. Cheryl immediately stepped up and has shared her energy, her kind heart and amazing leadership ever since.

- She frequently speaks about the profound impact her flower family has had on her life.
- Her heartfelt gratitude is often expressed for the unwavering support she receives from this cherished community.
- She is always about others. They consistently encourage, uplift, and push her to reach new heights, fostering her continuous personal growth.

Remarkably, Cheryl has achieved all of this with an infectious spirit of laughter and warmth.

TSFA Congratulates Cheryl Vaughan CFD TMFA as the 2023 Achievement Award Recipient and expresses our heartfelt appreciation for all that she has brought to the office of President to better TSFA.

Photography Credit | Cody Ash Photography



First Vice President Susan Piland CFD TMF congratulates Cheryl Vaughan CFD TMFA.

RIO ROSES' VICTOR GIORGINI AAF IS INDUCTED INTO THE TEXAS STATE FLORISTS' ASSOCIATION HALL OF FAME

Victor Giorgini has long supported the importance of education and the Texas State Florists' Association. TSFA President Cheryl Vaughan CFD TMFA inducted Mr. Giorgini into the Hall of Fame during this presentation in Georgetown, Texas in June.

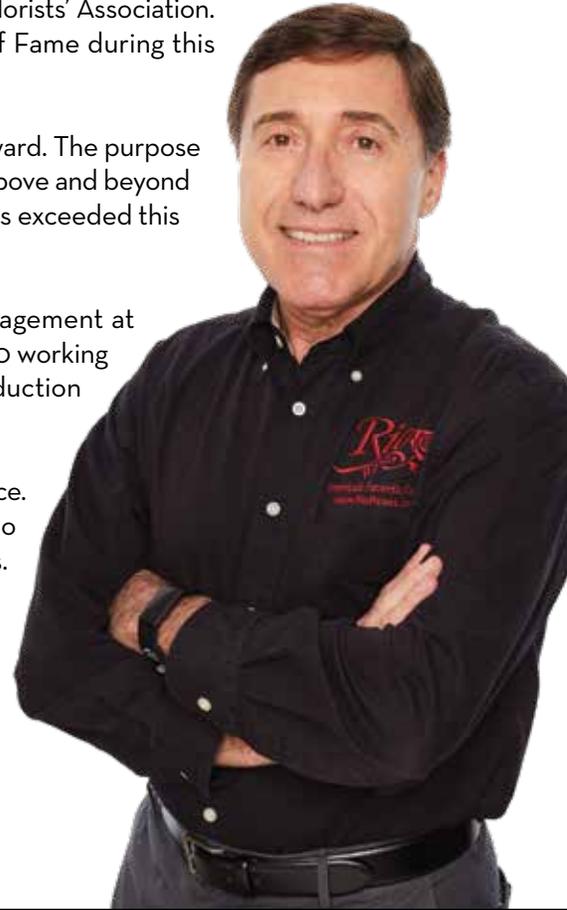
"It is my honor tonight to present the Texas State Florists' Association Hall of Fame Award. The purpose of the TSFA Hall of Fame Award is to recognize a company or a person who has gone above and beyond to support the mission of the Texas State Florists' Association. This year's recipient has exceeded this definition with significant contributions to the Texas State Florists' Association.

Our recipient is originally from Argentina and studied international business management at Florida International University in Miami. His career in the floral industry began in 1980 working for Southern Rainbow where he was responsible for managing farm relations, production planning, quality assurance and operations.

In 1991, he joined Equiflor as Senior Vice President of Farm Sourcing and Quality Assurance. He has been instrumental in developing all Equiflor branded products, to include Rio Roses, and is responsible for the company's strict quality specifications and guidelines. He currently serves as President and CEO of Equiflor.

Victor was unable to attend the Expo because of a last minute trip to the farm in Ecuador. Victor believes in the importance of floral associations with Rio Roses becoming a Founding Gold Level Texas Floral Education Underwriter in 2015. Rio Roses has continued their underwriting, along with supporting floral donations from their farms to the Texas Floral Events including this Texas Floral Expo.

TSFA would like to congratulate Victor Giorgini as the 2023 Hall of Fame Recipient."



KIM O'BRIEN JONES AIFD TMFA RECEIVES THE 2023 JIM ORR VOLUNTEER SPIRIT AWARD



From left to right TSFA President Cheryl Vaughan CFD TMFA, 2023 Jim Orr Volunteer Spirit Award Recipient Kim O'Brien Jones AIFD TMFA and 2022 Jim Orr Volunteer Spirit Award Recipient Yolanda Amos TMFA

The 2022 Jim Orr Volunteer Spirit Award Recipient Yolanda Amos TMFA announced the 2023 Recipient during the Texas Floral Expo. Here, we capture the essence of the award and the highlights of the volunteer spirit that most deserves this recognition.

The volunteer spirit of this individual is evident to all who know her in that she is always available to assist in all ways possible. Most recently, she has served as a member of the TSFA Education Committee. She brought her best when she Co-chaired the recent Texas Floral Showcase in Houston and additionally served as Procurement Co-chair for the event. This level of volunteer service will continue when she serves as the Procurement Chair for the Fall Texas Floral Showcase in Fort Worth.

Her participation on the TSFA Education Committee has included time well spent grading several hundred Level 1 Floral Certifications online as well as setting up and grading at most of the in-person Level 1 and Level 2 testing sites during this year. This sense of dedicated commitment is essential to the success of the High School Certification Program in Texas.

She is an amazing designer in her own rite and brought that excellence to serve as a Designer Assistant during the Texas Floral Expo in Georgetown as she has countless other times.

The Jim Orr Volunteer Spirit Award recognizes an outstanding volunteer who gives generously of her time, expertise and talents to TSFA. The 2023 Jim Orr Volunteer Spirit Award was presented to Kim O'Brien Jones AIFD TMFA during the recent Texas Floral Expo. Congratulations Kim!!

Remembering
Frankie Shelton AAF AIFD PFCI

Frankie Bess Shelton, 99, of Houston, Texas, passed away on Saturday, July 15, 2023.

Frankie was perennially excited about flowers, about florists, and about the floral industry. There have been and will be countless stories about one recognized, as only few ever will be, by only one name...simply Frankie.

Frankie Shelton AAF AIFD PFCI was a nationally recognized teacher of floral design. Her early years reflected ownership and operations of a retail flower shop in Houston, Texas which she sold in 1977. After that time, teaching, presenting and consulting established the hallmark of her long standing career. Highly motivating, she traveled the world, sharing her vast knowledge and experience in a warm and enthusiastic manner.



Her involvement on the national stage was extensive, taking her to Washington, D.C. for numerous engagements. She decorated the White House for Christmas on four occasions, the Vice President's home in 1985 and chaired one of the Presidential Inaugural Design Teams in 1989.

She served the American Institute of Floral Designers (AIFD) as Chairperson of the 1979 AIFD Symposium, which was the first AIFD Symposium to be outside of the state of California where AIFD was founded and again in 1985. She served as President of AIFD in 1982 and was named a Fellow of the Institute, receiving the Award of Distinguished Service to AIFD, in 1989. AIFD previously recognized her industry contributions with the Award of Distinguished Service to the Industry in 1985.

Prominent among other honors received during her career, were the designation of American Academy of Floriculture (AAF), the Tommy Bright Award for Outstanding Floral Commentary presented during the 1989 Society of American Florists Convention from Professional Floral Commentators International (PFCI) Board of Trustees and the opportunity to collaborate with a selected group to author the first edition of the AIFD Book of Floral Terminology.

The AIFD Foundation Board of Trustees named Frankie Shelton AIFD Trustee Emeritus in recognition for years of service to the AIFD Foundation as a Trustee and as Board Secretary. Friends established and the AIFD South Central Regional Chapter and Allied Florists of Houston completed the endowment of the Frankie Shelton AIFD Endowed Fund in 2022 within the AIFD Foundation so that education may be provided in perpetuity through scholarships and mentorships according to the purposes of the Frankie Shelton AIFD Endowed Fund.

Services for Frankie Shelton AAF AIFD PFCI were held on Saturday, July 22, 2023.

For Memorial Remembrances visit aifdfoundation.org to contribute to the AIFD Foundation Frankie Shelton AIFD Endowed Fund.

Cards may be sent to the family in care of her son. Craig Shelton, 14258 Limerick Lane, Tomball, Texas 77375



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TSFA *Calendar of Events*



AUGUST

- 9 Juxtapose This!
Texas Floral Spotlight
Featuring Fabian Salcedo
Mayesh Wholesale Florist
470 Garden Oaks Boulevard
Houston, Texas
Register at tsfa.org

SEPTEMBER

- 4 Labor Day
- 10 Grandparent's Day
- 13 Curating Color
Texas Floral Showcase
Featuring Jody McLeod
City Club of Fort Worth
301 Commerce St.
Fort Worth, Texas
Register at tsfa.org
- 22-25
Texas Master Florist Certification
Class | TSFA School of Floral Design
Leander, Texas

OCTOBER

- 6-8 TSFA Basic Design Classes
Fundamental Floral Design
Wedding Design | Sympathy Design
For registration information tsfa.org
>floral education tab >
Texas School of Floral Design
- 9 Columbus Day
- 16 Boss's Day
- 18 TSFA Finance Committee Meeting
TSFA Office | Leander, Texas
- 31 Halloween

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 - 10 Society of American Florists | safnow.org/convention
 - 10 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
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